



Choose Well

Choose Well: Collective impact in practice to
reduce unintended pregnancy

SC BOI Symposium
November 16, 2017

Stephanie Isaacs, Director Choose Well
Amy Mattison-Faye, Deputy Director for Impact

Learning Objectives

1. Raise awareness about the importance of contraceptive access and contraceptive care and the intersection with positive birth outcomes.
2. Highlight the mechanisms lay the foundation to coordinate a multi-Partner, multi-year statewide initiative aimed at addressing an important public health issue, namely high rates of unintended pregnancy.
3. Outline ways to work effectively with organizations on an important public health issue that is relevant to birth outcomes in South Carolina.



Unintended pregnancy

- Nationally 46%¹ unintended
- PRAMS 2015 data:
 - 53.8% of pregnancies in South Carolina were unintended²



Costs

- 78.6% of SC births publicly funded
- Estimated cost of unintended pregnancy
 - \$327.3 million to federal government
 - \$84.0 million to state of South Carolina
- Spend \$1 contraceptive =\$5 savings for Medicaid

Sonfield, A. & Kost, K. (2015). *Unintended pregnancies and the role of public insurance programs in paying for pregnancy-related care: National and state estimates for 2010*. New York: Guttmacher Institute.



Choose Well

Birth Outcomes

- Unplanned births compared to planned births ^{1,2}
 - Younger mothers
 - More likely to have delivery aid by Medicaid
 - Mothers more likely to not have graduated high school
 - More likely to be of low birth weight
 - Less likely to receive prenatal care
 - Lower chance of being breastfed



**Access to contraceptives and
contraceptive care is critical to
improving birth outcomes in SC**



Choose Well

Contraceptive Use and Need in SC

- Planning year study looked at contraception attitudes, motivations, and behaviors
- Among 400 SC females age 18-49 years
 - 85.2 % are having sex
 - 18.6% say they are not doing anything to keep from getting pregnant
 - Those that are doing something to keep from getting pregnant attribute pill, withdrawal, or condom



Choose Well

- Mission: Reduce unintended pregnancy in South Carolina
- Vision: Equitable access to birth control without judgement or coercion



Framework: Impact Areas

- Impact Area 1: Infrastructure And Workforce
- Impact Area 2: Capacity Building And Training
- Impact Area 3: Corporate Communication
- Impact Area 4: Strategic Learning and Sustainability



2017 Successes and Challenges



Choose Well

Impact Area 1: Infrastructure and Workforce



Successes

- Increased workforce
- Electronic health records
- Environmental improvements
- APRN incentive program
- College of Nursing Contracts
- Contraceptives – inpatient and outpatient
- Procurement and group purchasing



Challenges

- Scaling Choose Well across health systems
- Capacity to expand clinic hours
- Scope of practice
- Turnover



Impact Area 2: Capacity Building and Training



Successes

- Partners self-assessed training needs
- Created timeline of all capacity building trainings
- Held trainings
- Partners received funding for conferences
- Professional membership for Partners
- CBO offered trainings evaluated on ongoing basis



Challenges

- Inpatient postpartum contraceptive care: lack of policy awareness, billing difficulties, internal procedures, pharmacy challenges
- Gap in training for CROs
- Sequencing/prioritization of trainings



Impact Area 3: Corporate Communication



Successes

- Internal Communication
 - Established consensus-decision making guidelines
 - Slack
- External Communications
 - Statewide Marketing Campaign
 - Beta-testing
 - Bedsider U
- Crisis Communications Handbook
- Partner Hub



Challenges

- Identifying and building internal and external communication methods



Impact Area 4: Strategic Learning and Sustainability



Successes

- Backbone Organizational Structure
- Publication Manual
- Host meetings with Partners
- ETSU engaged with Partners
- CROs and FQHCs built stronger partnerships
- Drafted plan on approaching legislators
- Provided policy research to SC Pharmacy Association
- Workgroups formed with key stakeholders



Challenges

- Building organizational capacity of grantees to sustain
- Building archive of knowledge to guide future work
- Concerns from Partners regarding external evaluation



Conclusion

- Workforce, Infrastructure and Client Experience
 - Responsive and sustainable workforce and infrastructure
- Capacity Building and Training
 - Expertise and scope of work
 - CE/CME
- Strategic Development
 - Partner meetings and workgroups
 - Conference/memberships
- Programmatic Advances

